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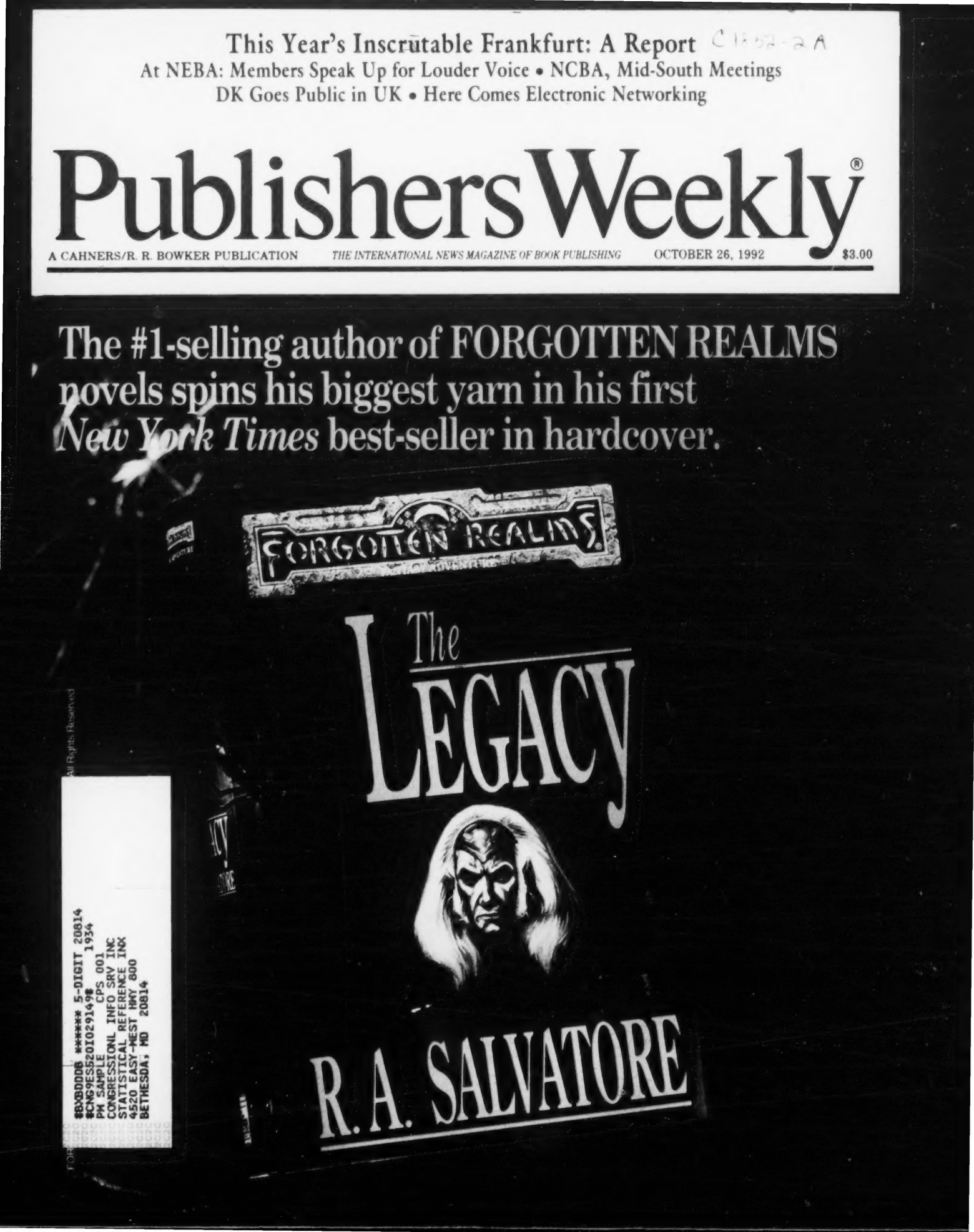
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Title Production for '91 Rebounds

After precipitous declines, numbers slightly up last year; prices modest

BY CHANDLER B. GRANNIS

American book title output in 1991, as recorded by R.R. Bowker data services (Reed Reference), came to 48,146, a 3% upturn from the 46,743 recorded for 1990. The latter total marked a sharp drop from the 53,446 of 1989, which in turn contrasted with the historic high of about 56,000 attained two years earlier. Average price increases in 1991 were low to moderate overall, but showed wide variation among specific categories.

The figures indicate that fiction title output, overall, dropped 6%. Mass market fiction titles (almost half of all reported fiction) dropped by 20.6%. Trade paperback fiction increased 30.8%. Analysis suggests that brand-new fiction in hardcover increaed only a little over 2%.

Overall output trends in some of the major categories were: children's books, -1%; sociology/economics, +3%; and technology, +15.7% (Table 1). Trade paperback titles increased 7.2%, thanks to the rise in fiction output (Table 2). But mass market paperback output was down 14.9% in fiction; children's mass market output increased 3.7% (Table 3).

Imported titles show an 8.5% increase in 1991, with a surprising

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

CATEGORY	1989 ALL HARD & PAPER	1990 FINAL HARD & TRADE PAPER Books	Editions	Totals	1990 FINAL ALL HARD & PAPER	1991 FINAL HARD & TRADE PAPER Books	Editions	Totals	1991 FINAL ALL HARD & PAPER
Agriculture	562	428	85	513	514	418	100	518	523
Art	1,569	1,113	137	1,250	1,262	1,131	145	1,276	1,283
Biography	2,193	1,674	225	1,899	1,957	1,814	230	2,044	2,120
Business	1,569	880	295	1,175	1,191	1,036	372	1,408	1,421
Education	1,054	867	157	1,024	1,039	973	151	1,124	1,129
Fiction	5,941	2,725	184	2,909	5,764	2,888	270	3,158	5,424
General Works	2,332	1,456	260	1,716	1,760	1,562	272	1,834	1,886
History	2,563	1,840	375	2,215	2,243	1,892	411	2,303	2,331
Home Economics	949	595	119	714	758	610	119	729	789
Juveniles	5,413	4,496	243	4,739	5,172	4,335	327	4,662	5,111
Language	586	487	145	632	649	446	111	557	566
Law	1,096	649	244	893	896	821	352	1,173	1,177
Literature	2,298	1,802	219	2,021	2,049	1,815	248	2,063	2,087
Medicine	3,447	2,438	545	2,983	3,014	2,389	606	2,995	3,027
Music	375	223	59	282	289	243	56	299	300
Philosophy, Psychology	2,058	1,350	212	1,562	1,683	1,431	268	1,699	1,766
Poetry, Drama	1,128	826	44	870	874	832	46	878	890
Religion	2,586	2,005	267	2,272	2,285	2,006	372	2,378	2,389
Science	3,288	2,276	457	2,733	2,742	2,158	537	2,695	2,710
Sociology, Economics	7,971	6,146	846	6,992	7,042	6,214	985	7,199	7,241
Sports, Recreation	1,077	721	116	837	973	794	130	924	1,063
Technology	2,690	1,687	391	2,078	2,092	1,903	489	2,392	2,421
Travel	701	365	101	466	495	330	133	463	492
Total	**53,446**	**37,049**	**5,726**	**42,775**	**46,743**	**38,041**	**6,730**	**44,771**	**48,146**

NOTE: Figures for mass market paperbound book production are based on entries in R.R. Bowker's *Paperbound Books in Print*. Other figures are from the *Weekly Record (American Book Publishing Record)* database. N.B.: Except for mass market, all 1990 figures in tables 1–5 and A–C replace "1990 final figures" shows in *PW*, Sept. 20, 1991.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1989 TOTALS	1990 FINAL NEW BOOKS	NEW ED'NS	TOTALS	1991 FINAL NEW BOOKS	NEW ED'NS	TOTALS
Fiction	558	286	116	402	394	132	526
Nonfiction	16,055	11,234	2,525	13,759	11,665	2,996	14,661
Total	**16,613**	**11,520**	**2,641**	**14,161**	**12,059**	**3,128**	**15,187**

34.4% increase in fiction (Table 4). Translation figures, never complete, display a +9% rise (Table 5).

Hardcover price averages per volume, at all dollar levels, increased 4.9% in 1991 (Table A), including fiction, +7.4%; children's books, +27.9%; sociology/economics, +15%; medicine, virtually no change.

Average hardcover prices, omitting volumes listed at $81 or more, increased +1.1%; fiction, +1.5%; children's books, +3.8%; sociology/economics, +3.7% (Table A-1).

Trade paperback average prices were: total, +5.4%; ficton, +7.5%; children's books, +12.1%; science, +1.1% (Table C). Mass market paperback price changes were: overall, +10.9%; fiction, also +10.9% (Table B).

The figures are compiled at Bowker under the direction of Beverly Lamar, exception Table D, compiled manually by *PW*.

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers, as follows:

Agriculture, 630-639, 712-719; Art, 700-711, 720-779; Biography, 920-929, B; Business, 650-659; Education, 370-379; Fiction; General Works, 000-099; History, 900-909, 930-999; Home Economics, 640-649; Juveniles; Language, 400-499; Law, 340-349; Literature 800-810, 813-820, 823-899; Medicine, 610-619; Music, 780-789; Philosophy, Psychology, 100-199; Poetry, Drama, 811,812,821,822; Religion, 200-299; Science, 500-599; Sociology, Economics, 300-339, 350-369, 380-399; Sports, Recreation, 790-799; Technology, 600-609, 620-629, 660-699; Travel, 910-919. □

MASS MARKET PAPERBACKS

CATEGORY	1989 FIN.	1990 FIN.	1991 FIN.
Agriculture	4	1	5
Art	9	12	7
Biography	77	58	76
Business	20	16	13
Education	19	15	5
Fiction	2,678	2,855	2,266
General Works	64	44	52
History	32	28	28
Home Econ.	48	44	60
Juveniles	376	433	449
Language	14	17	9
Law	2	3	4
Literature	29	28	24
Medicine	29	31	32
Music	2	7	1
Philosophy, Psychology	108	121	67
Poetry, Drama	11	4	12
Religion	11	13	11
Science	16	9	15
Sociology, Economics	59	50	42
Sports, Recreation	134	136	139
Technology	17	14	29
Travel	13	29	29
Total	3,772	3,968	3,375

IMPORTED TITLES
HARD & TRADE PAPER ONLY

CATEGORY	1989 TOTALS	1990 FINAL BOOKS	1990 FINAL ED'NS	1990 FINAL TOTALS	1991 FINAL BOOKS	1991 FINAL ED'NS	1991 FINAL TOTALS
Agriculture	104	68	18	86	68	13	81
Art	128	80	14	94	90	11	101
Biography	144	108	7	115	118	6	124
Business	152	111	23	134	126	14	140
Education	233	220	14	234	161	15	176
Fiction	119	139	27	166	206	44	250
General Works	322	237	29	266	226	26	252
History	376	285	44	329	259	55	314
Home Econ.	31	14	5	19	19	4	23
Juveniles	101	97	6	103	68	1	69
Language	182	176	26	202	149	22	171
Law	156	109	29	138	152	19	171
Literature	275	223	19	242	178	18	196
Medicine	712	524	64	588	381	66	447
Music	78	41	11	52	67	4	71
Philosophy, Psychology	348	270	14	284	237	19	256
Poetry, Drama	147	104	15	119	109	6	115
Religion	173	153	23	176	107	22	129
Science	1,187	910	120	1,030	700	95	795
Sociology, Economics	1,575	1,276	92	1,368	1,185	93	1,278
Sports, Recreation	94	69	6	75	82	11	93
Technology	638	480	66	546	441	117	558
Travel	39	45	3	48	45	12	57
Total	7,314	5,739	675	6,414	5,174	693	5,867

TRANSLATIONS INTO ENGLISH
HARD & TRADE PAPER ONLY

	ARABIC	CHINESE	DANISH	DUTCH	FINNISH	FRENCH	GERMAN	HEBREW	ITALIAN	JAPANESE	LATIN	NORWEGIAN	RUSSIAN	SPANISH	SWEDISH	YIDDISH	OTHER	TOTALS
1986 Final	29	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,721
1987 Final	33	39	24	45	3	580	486	45	115	65	38	16	245	130	36	9	N/A	1,909
1988 Final	27	34	23	49	5	570	501	45	129	95	43	12	256	162	47	14	N/A	2,012
1989 Final	45	26	49	33	3	442	453	56	142	84	38	12	251	121	36	12	N/A	1,803
1990 Final	26	45	24	40	10	389	252	35	79	82	51	7	185	120	30	5	N/A	1,380
1991 Final	24	35	20	30	1	365	402	45	87	83	49	8	168	125	25	13	N/A	1,480

NOTE: "Total" covers only the languages listed here. **From Weekly Record Listings of Domestic and Imported Books*

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES

CATEGORY	1977 PRICES	1989 PRICES	1990 FINAL VOLS.	1990 FINAL $ TOTAL	1990 FINAL PRICES	1991 FINAL VOLS.	1991 FINAL $ TOTAL	1991 FINAL PRICES
Agriculture	$16.24	$51.05	359	$19,472.60	$54.24	371	$21,418.37	$57.73
Art	21.24	50.30	759	32,014.30	42.18	717	32,258.72	44.99
Biography	15.34	27.34	1,337	39,547.10	29.58	1,416	38,974.05	27.52
Business	18.00	37.94	748	34,017.46	45.48	790	34,270.53	43.38
Education	12.95	37.62	562	21,759.75	38.72	556	22,942.25	41.26
Fiction	10.09	18.69	1,962	38,915.69	19.83	2,062	43,918.86	21.30
General Works	30.99	49.73	1,035	56,685.05	54.77	1,071	55,418.36	51.74
History	17.12	37.95	1,450	52,829.98	36.43	1,442	57,497.00	39.87
Home Economics	11.16	22.17	357	8,498.26	23.80	341	8,265.33	24.23
Juveniles	6.65	13.01	3,675	47,817.98	13.01	3,705	61,662.04	16.64
Language	14.96	47.35	312	13,408.80	42.98	240	12,412.33	51.71
Law	25.04	58.62	596	36,227.32	60.78	753	48,869.24	64.89
Literature	15.78	32.74	1,312	46,975.79	35.80	1,265	46,502.20	36.76
Medicine	24.00	69.87	2,215	160,019.61	72.24	2,078	148,453.53	71.44
Music	20.13	41.73	184	7,702.20	41.86	173	7,100.43	41.04
Philosophy, Psychology	14.43	36.55	963	39,079.83	40.58	945	40,392.94	42.74
Poetry, Drama	13.63	31.12	486	15,642.71	32.19	511	17,011.37	33.29
Religion	12.26	28.12	977	30,585.32	31.31	958	30,972.53	32.33
Science	24.88	68.90	2,028	150,855.34	74.39	1,818	145,698.30	80.14
Sociology, Economics	29.88	41.26	4,504	189,623.83	42.10	4,306	208,556.87	48.43
Sports, Recreation	12.28	29.46	403	12,300.49	30.52	440	13,500.05	30.68
Technology	23.61	71.04	1,521	116,808.11	76.80	1,620	123,771.58	76.40
Travel	18.44	31.37	181	5,504.18	30.41	156	5,059.40	33.50
Total	**$19.22**	**$40.61**	**27,926**	**$1,176,291.50**	**$42.12**	**27,729**	**$1,224,926.28**	**$44.17**

TABLE A-1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1987 PRICES	1989 PRICES	1990 FINAL VOLS.	1990 FINAL $ TOTAL	1990 FINAL PRICES	1991 FINAL VOLS.	1991 FINAL $ TOTAL	1991 FINAL PRICES
Agriculture	$32.44	$34.06	288	$ 9,764.18	$ 33.90	289	$ 9,225.97	$31.92
Art	33.07	37.74	714	26,637.75	37.31	662	25,109.56	37.92
Biography	22.75	23.49	1,305	33,238.15	25.47	1,382	34,873.90	25.23
Business	30.48	34.01	705	25,681.61	36.43	736	27,981.81	38.01
Education	29.37	36.53	549	19,955.80	36.35	538	19,645.00	36.51
Fiction	17.02	18.50	1,952	37,622.79	19.27	2,054	40,158.86	19.55
General Works	34.22	37.93	896	36,373.45	40.60	950	37,775.01	39.76
History	29.58	31.96	1,407	47,516.47	33.77	1,392	48,153.09	35.31
Home Economics	19.23	21.60	353	7,919.76	22.44	338	8,077.82	23.89
Juveniles	11.29	12.19	3,671	47,297.40	12.88	3,693	49,402.91	13.37
Language	33.26	34.76	276	9,587.12	34.74	200	8,064.98	40.32
Law	37.40	38.70	464	18,756.47	40.42	543	22,433.99	41.31
Literature	28.97	30.77	1,283	42,979.29	33.50	1,232	41,449.50	33.64
Medicine	38.33	40.22	1,474	61,221.05	41.53	1,363	54,792.47	40.19
Music	31.92	35.50	174	6,646.25	38.20	163	6,222.53	38.17
Philosophy, Psychology	31.48	33.40	898	32,115.17	35.76	895	32,892.39	36.75
Poetry, Drama	24.99	27.83	476	14,247.71	29.93	501	15,692.87	31.32
Religion	23.09	26.75	950	27,832.62	29.30	934	27,746.37	29.70
Science	43.02	36.80	1,341	60,954.03	45.45	1,163	53,236.88	45.77
Sociology, Economics	31.65	35.50	4,301	162,497.08	37.78	4,066	159,363.16	39.19
Sports, Recreation	23.32	27.40	400	11,872.99	30.00	434	12,768.30	29.42
Technology	41.68	44.19	1,004	45,913.61	45.73	1,111	51,539.20	46.38
Travel	24.45	26.65	178	5,184.18	29.12	144	4,176.90	29.00
Total	**$28.96**	**$30.08**	**25,059**	**$791,814.93**	**$31.60**	**24,783**	**$791,703.53**	**$31.95**

TABLE B MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1989 PRICES	1990 FINAL VOLS.	1990 FINAL $ TOTAL	1990 FINAL PRICES	1991 FINAL VOLS.	1991 FINAL $ TOTAL	1991 FINAL PRICES
Agriculture	$ 8.45	1	$ 3.95	$ 3.95	5	$ 25.00	$5.00
Art	11.83	11	147.45	13.40	7	70.94	10.13
Biography	6.44	58	420.00	7.24	76	469.68	6.18
Business	8.93	16	125.75	7.85	13	108.63	8.36
Education	8.42	15	121.25	8.08	5	29.90	5.98
Fiction	3.78	2,855	11,579.99	4.05	2,265	10,170.39	4.49
General Works	7.04	44	302.45	6.87	52	388.95	7.48
History	6.37	28	174.90	6.24	28	234.40	8.37
Home Economics	7.20	44	297.04	6.75	60	477.93	7.97
Juveniles	3.19	433	1,543.25	3.56	448	1,512.68	3.38
Language	5.49	17	91.85	5.36	9	65.34	7.26
Law	6.95	3	19.85	6.61	4	39.40	9.85
Literature	6.10	28	180.60	6.45	24	141.45	5.89
Medicine	8.11	31	255.55	8.24	32	188.25	5.88
Music	6.73	7	102.65	14.66	1	2.75	2.75
Philosophy, Psychology	5.09	121	824.95	6.81	67	521.29	7.78
Poetry, Drama	5.44	4	24.35	6.08	12	78.59	6.59
Religion	6.96	13	90.45	6.95	11	85.72	7.79
Science	9.99	9	82.55	9.17	15	124.03	8.27
Sociology, Economics	6.24	50	344.45	6.88	42	317.36	7.56
Sports, Recreation	5.66	136	719.55	5.29	139	1,041.94	7.50
Technology	20.95	14	338.30	24.16	29	741.74	25.58
Travel	9.95	29	325.55	11.22	26	284.80	10.95
Total	**$4.32**	**3,967**	**$18,134.68**	**$ 4.57**	**3,370**	**$17,121.16**	**$5.08**

CATEGORY	1977 PRICES	1989 PRICES	1990 FINAL VOLS.	1990 FINAL $ TOTAL	1990 FINAL PRICES	1991 FINAL VOLS.	1991 FINAL $ TOTAL	1991 FINAL PRICES
Agriculture	$ 5.01	$16.49	142	$ 2,331.93	$16.42	129	$ 1,922.15	$ 14.90
Art	6.27	17.07	462	8,268.35	17.90	509	9,727.89	19.11
Biography	4.91	11.42	520	6,783.68	13.05	536	7,172.63	13.38
Business	7.09	21.29	398	7,804.57	19.61	477	10,112.20	21.20
Education	5.72	18.80	436	8,371.05	19.20	453	10,554.01	23.30
Fiction	4.20	9.87	885	10,018.63	11.32	1,027	12,499.30	12.17
General Works	6.18	26.94	629	18,660.16	29.67	650	22,579.46	34.74
History	5.81	15.69	701	12,189.53	17.39	717	12,183.17	16.99
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Law	10.66	23.81	269	6,765.37	25.15	331	8,147.92	24.62
Literature	5.18	14.83	671	10,427.58	15.54	654	10,015.99	15.31
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Music	6.36	18.45	92	1,764.05	19.17	115	1,958.72	17.03
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Religion	3.68	11.06	1,248	15,123.35	12.12	1,334	16,679.64	12.41
Science	8.81	27.14	621	17,397.25	28.01	567	16,053.54	28.31
Sociology, Economics	6.03	20.33	2,333	45,716.77	19.60	2,294	45,152.22	19.68
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Total	**$5.93**	**$17.16**	**13,826**	**$241,272.96**	**$17.45**	**14,267**	**$262,313.08**	**$ 18.39**

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